

Magazine: CYCLE WORLD

Issue: 1/00/83

Total Pages: 84

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		KOOL+100 # 482 pg:6		
		CAMEL L+CAMEL # 235 pg:42-43	CS	
MARLBORO # 854 pg:BC	40			

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$58,165

2040702620

Magazine: CYCLE WORLD
Issue: 2/00/83

Total Pages: 122

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		KOOL L+100L # 123 pg:8		
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MARLBORO M # 103 pg:64-65	55		DS	
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		CAMEL # 267 pg:BC		
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TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$58,165

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ACCORP BUSINESS FORMS, INC. HQ.

2040702621

Magazine: CYCLE WORLD

Issue: 3/00/83

Total Pages: 154

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO+100 # 870 pg:6	15			OFF: "TABLE OF CONTENTS."
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		WINSTON+100 # 449 pg:22-23	SP	
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		CAMEL L # 242 pg:38-39	SP	
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		KOOL L+100L # 114 pg:45		
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$82,440

2040702622

Magazine: CYCLE WORLD
Issue: 4/00/83

Total Pages: 150

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		KOOL UL+100UL # 119 pg:6		
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		WINSTON L+100L # 188 pg:26-27	SP	
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MARLBORO # 866 pg:41	13			OFF: "ROUNDUP"
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		CAMEL L+CAMEL # 281 pg:8C		
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$71,905

2040702623

Magazine: CYCLE WORLD
Issue: 5/00/83

Total Pages: 150

PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

MARLBORO

874 pg:13

16

OFF: "LETTERS" &
"READER INFORMATION".

KOOL+L+UL

502 pg:30-31

SP

WINSTON+100

449 pg:82-83

SP

CAMEL L+CAMEL

234 pg:BC

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$85,645

2040702624

Magazine: CYCLE WORLD
Issue: 6/00/83

Total Pages: 116

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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KOOL+100

482 pg12C

WINSTON L+100L

188 pg128-29

MARLBORO+100

876 pg139

OPP: "NEW IDEAS".

PLAYERS+M

107 pg157-59

3PG U

OPP: "JOCKEYING FOR
NUMBERS".
CENTERSPREAD

CAMEL L

340 pg18C

TOTAL CIGARETTE ADS = 5

TOTAL ADVERTISING =

\$114,970

2040702625

Magazine: CYCLE WORLD

Issue: 7/00/83

Total Pages: 102

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS+M # 125 pg:2C-PG.1	12		2C GT	OFF: "TABLE OF CONTENTS."
MARLBORO+100 # 862 pg:14-15	10		SP	
		CAMEL L+CAMEL # 374 pg:26-27	SP	
		ROOL DL+100DL # 119 pg:51		
		WINSTON # 450 pg:BC		
TOTAL CIGARETTE ADS = 5		TOTAL ADVERTISING =		\$114,970

2040702626

Magazine: CYCLE WORLD

Issue: 8/00/83

Total Pages: 92

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

CAMEL L+CAMEL
372 pg:20KOOL+L+UL
509 pg:15PLAYERS 100+M
103 pg:46-47

27

CS

WINSTON L
189 pg:75MARLBORO+100
878 pg:80

16

TOTAL CIGARETTE ADS = 5

TOTAL ADVERTISING =

\$87,490

2040702627

Magazine: CYCLE WORLD
Issue: 9/00/83

Total Pages: 92

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+L # 083 pg:20	126			OFF: "TABLE OF CONTENTS".
		WINSTON # 450 pg:27		
PLAYERS 100+85M # 114 pg:45	117			OFF: "HEARTFELT HIGHWAYS".
		CAMEL L. # 390 pg:10		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$60,010

2040702628

Magazine: CYCLE WORLD

Issue: 10/00/83

Total Pages: 84

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
PLAYERS 100+85M # 119 pg:15	17			OFF: "CYCLE WORLD NEW IDEAS".
		WINSTON L # 189 pg:23		
MARLBORO # 901 pg:69	14			OFF: "CYCLE WORLD RACE WATCH".
		CAMEL L+CAMEL # 397 pg:BC		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$61,655

2040702629

Magazine: CYCLE WORLD

Issue: 11/00/83

Total Pages: 88

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L+CAMEL # 431 pg120-PG1	SP	
MARLBORO+L # 905 pg123	6			OFF: "CYCLE WORLD ROUNDUP".
		WINSTON # 454 pg130		
PLAYERS 100+M # 121 pg1BC	57			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$78,175

2040702630

Magazine: CYCLE WORLD

Issue: 12/00/83

Total Pages: 84

PHILIP MORRIS
ADSMIN
SEPCOMPETITIVE
ADSSIZE/
COLOR

REMARKS

WINSTON L
194 pg16CAMEL L+CAMEL
453 pg125MARLBORO
907 pg18C

58

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$47,090

2040702631